

The Brand Checklist

A quick, honest way to see how your brand is showing up, and where it is costing you work.

Built for ambitious SMEs. Tick what is true for your business. The boxes you leave empty are your priorities, in order.

HOW TO USE THIS

Set aside five minutes.

Answer truthfully, not how you wish things were. Tick only the statements that are fully true today. When you finish, the empty boxes are your to-do list, ranked by section from strategy down to trust.

01 Strategy and positioning

If you cannot say who you are for and why you are different, every other decision gets harder.

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- You can name the single type of customer you are for in one sentence.

 - You can state why a client should choose you over your closest competitor, without mentioning price.

 - Everyone on the team describes what you do in roughly the same words.

 - You have written down what your brand stands for, and the team has seen it.
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02 Identity and design

A brand that looks below the standard of your work makes buyers assume the work is below standard too.

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- Your logo stays legible at small sizes and works in both colour and mono.

 - You have set brand colours and fonts written down somewhere the team can find them.

 - A new supplier could build an on-brand asset from your guidelines without asking you.

 - Your latest materials look like they came from the same business as your older ones.
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03 Website

Your website is where most buyers decide whether to take you seriously, often before they speak to you.

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- A first-time visitor can tell what you do within five seconds of landing.
 - Your site loads in under three seconds on a phone using mobile data.
 - Every key page has one clear next step, not three competing ones.
 - Your strongest work and your proof are reachable within one click of the homepage.
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04 Content and social

Your social profiles are checked before buyers contact you, and they either build confidence or plant doubt.

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- Your last ten posts read as one consistent brand voice.
 - You post views and opinions, not only company updates.
 - A buyer landing on your profile cold would see something that builds trust within the first three posts.
 - Your sales conversations and your marketing use the same core message.
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A FREE BRAND AUDIT

Want a second opinion?

Send us your website and socials and we will give you a free brand audit.
An honest read on what is working, what is costing you, and what to fix
first. No jargon, no pressure.

START HERE

alchemybranding.studio/free-brand-audit-for-smes
